

**Vision of Sunnyvale as an Engaged Community  
(Raw data from Community Workshop flip charts)**

**Vision characteristics by theme**

***Vision Theme 1: Community members stay informed and take action***

1. Citizens aware of current community issues and community leaders
2. People make an effort to make themselves informed about the community
3. Residents track issues and voice opinions; active participation
4. Residents would actively participate in the community (greater than 20%)
5. Large attendance at City Council and Commission meetings
6. Many citizens participating in church, social and service organizations
7. Residents feel that they can impact the decisions of the city government by participating in City Council meetings and other commissions
8. Attendance: high attendance city-sponsored special events
9. People resolve issues with each other directly before they call police or city to mediate
10. # of community watch groups: people look out for each other and open up more to strangers as in a "small town"
11. Knowing all neighbors
12. Neighbors talk with one another about activities, events and issues on their block, area and in the city
13. Majority of citizens support the elected City officials (attend Council meetings)
14. No vacancies on boards and commissions and Council
15. Large numbers of citizens regularly attend meetings to discuss community issues
16. Participation and partnership are synonymous to good government
17. Everyone participates
18. Government provides info for citizens; citizens don't complain unless they participate
19. More community engagements that invite leaders
20. People know about community issues and events and each other
21. Each person would have a definite concept of where the city would like to go in the near/far future
22. Citizens would be aware of community issues, questions, decisions, actions; communication would be effective
23. Citizens groups to study issues. Like a citizen run discussion group that meets regularly

***Vision theme 2: Residents and City officials communicate effectively***

1. Council explains their decisions (especially controversial ones or when they override recommendations).

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2. Community is fully involved and listened to in major decisions (e.g. planning and zoning)
3. The City recognizes all citizens and organizations within the City.
4. Communications is a two-way street;
5. Open communication between citizens and city government – mutual resolution results!
6. City management really listens; City leaders listen
7. Feel like you have been heard by community
8. Agreement not always expected, but understanding the “hows” and “whys” behind a decision is paramount
9. Engaged community has access to voice input
10. Knowledge of city services, costs of those services; and funds available
11. Respectful, two-way communication: dissemination of information, Integrating citizen input, including diverse points of view
12. Discussion groups on the major issues facing the city to explore and debate within a small part of the community (neighborhood, business association), followed by groups getting together to share. City providing venues at low/no cost and a process to integrate feedback into hearings and City-wide debate.
13. Individual should feel that his ideas matter
14. An engaged community would communicate with the citizens by every viable resource: newspaper, letters, internet, meetings, neighborhood meetings, TV
15. Response to communication: government would welcome input; citizens would be “citizens”
16. Place to register ideas – written form
17. Documented responses from government demonstrating that community input was considered.
18. Info available to every person
19. Attendance: high attendance at Council and Commission meetings and City-sponsored special events
20. Regularly scheduled community meetings on specific topics with at least 20 residents showing up.
21. Forum to express ideas – I.e. Mayor’s coffees, library meetings – different languages
22. Regular, predictable, perhaps once a year, gatherings in which all neighborhoods and points of view come together

***Vision Theme 3: Residents know how to get things done***

1. Community members understand how City works
2. Residents know how to get things done for the community

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3. Citizens know how to participate in or contribute to community issues
4. Success: Every citizen knows who to see or what committee to address for problem-solving or for growth opportunities
5. Citizens would be given a clear summary of city organization and functions of each group
6. The community member knows where to start when a problem occurs
7. The citizens and organizations would know where to go to find answers to their problems. City officials and workers would be helpful rather than just saying, "it is like this".
8. Share Information – How to get help or get things done?
9. Easy access to information (being able to search for answers/status)
10. City information easily available to those of us who don't have cable and don't have flexible work schedules

***Vision theme 4: Strong sense of place***

1. There would be a strong sense of city identity within Sunnyvale
2. Positive attitudes towards community – survey
3. A downtown that works
4. More shopping than homes downtown
5. There are several community events throughout the year that draw a large, broad spectrum of Sunnyvale residents – events that help define "Sunnyvale" for its residents.
6. City Center -- A central community area – complete shopping area
7. Infrastructure – Standards for neighborhood appearance and maintenance
8. No rundown/stressed neighborhoods
9. Under grounding of electric lines

***Vision Theme 5: Community members volunteer***

1. Volunteers used (but not over used)
2. Boards / commissions have waiting lists of resident applicants
3. Citizens feel they belong, so that they want to participate to make things better. More volunteering.
4. Volunteer participation. People are active.
5. Residents participating in city volunteer opportunities
6. Strong volunteer community; including formal program with corporations to allow full-time workers to volunteer in exchange for a benefit.

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7. Doing volunteer work for the community is important
8. Increased volunteering all fields – commissions, sports, civic organizations

***Vision Theme 6: Residents, City, and businesses collaborate***

1. Responsive, flexible, friendly, welcoming, less bureaucratic government
2. The large businesses (and more small businesses) would help fund events, projects, community centers, and provide leadership
3. An engaged community looks busy, gathering together in collaboration with City officials discussing issues affecting the community now and in the future
4. Citizens being involved in new downtown area
5. Support for interest in local schools (elementary, middle school etc.)
6. Involves a large number of residents, businesses and leaders with a variety of perspectives.
7. There are close relations between residents and people who work for the City
8. Citizen involvement encouraged; teams of government and private citizens

***Vision Theme 7: Diverse participation***

1. Better mixture of old/young people and ethnicities – people talking to each other
2. Many groups – diverse participating in different things
3. It would represent each section of our community: All residents, all business owners, and all city employees
4. Like a United Nations meeting, as it would be so diversified
5. An engaged community would have many willing participants of all ages, cultures and economic back grounds
6. More diverse City Council and other civic groups
7. City representatives interact with residents of all area of the City
8. The city would have groups of people from the community by neighborhood / interest / ethnicity who would be notified and brought together as issues come up

***Vision Theme 8: Residents learn about issues/candidates and vote***

1. Broad spectrum of citizens participate in municipal elections – voters know the candidates, understand the issues, have heard the various views of the citizens
2. There would be one combined outline showing what all candidates views are on community issues
3. Citizens vote in City elections – measure this

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4. Know more about candidates for local elections
5. High voter turn out
7. Every election sees a multiplicity of debate forums discussing issues and candidates, with venues and advertising provided by the City

***Vision Theme 9: Involved Neighborhoods***

1. Neighborhoods would feel they had some control over what was happening in their block or area. They would find help in solving local problems -- not City people telling them why it must be as the City has decided
2. Neighborhood groups organized
3. People would think about the City and about their neighborhoods
4. Renters are involved equally with homeowners
5. Interaction between neighborhood associations and schools
6. Neighborhood participation when offered a chance to meet with representatives of City – (large turn out at neighborhood meetings).
7. More neighborhood community associations, especially in mobile home parks; strong, active neighborhood associations in all of Sunnyvale; where neighbors came together to get to know one another

***Vision Theme 10: Trust***

1. First and foremost, our elected officials should be responsible, trust-worthy and accountable, so that they listen to citizens instead of powers.
2. There exists an environment where trust and honesty is embraced

***Other***

1. Balance between outside interests and money
3. There would be access to assist residents who are reluctant to come forward i.e. newcomers club concept
4. Local food production; every home a potential food source; open space community food services for those without
5. Local business (owned and operated by Sunnyvale citizens) exists for and from the community; an economy of need rather than greed – i.e. farmers market
6. Safety issues not being recognized (handicap access)
7. People who still think government is in the hands of a few would be in the minority. I think the “old paradigm” still is very powerful.

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